

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1, 14, 26, 28, 33 and 37 and CANCEL claims 22, 27 and 37 in accordance with the following:

1. (CURRENTLY AMENDED) An advertisement distributing method of a server providing advertising information, comprising:

receiving user-specified information about an advertisement medium person having goods on or with and a retrieval condition of goods from a portable terminal device of a consumer, said receiving being at the server connected with said ~~portal~~portable terminal device of the consumer through a network;

specifying the advertisement medium person corresponding to the received user-specified information ~~based on~~among user specified information of a plurality of advertisement medium persons stored in a storage device in advance, and retrieving, from the advertising information of a plurality of goods stored in the storage device, advertising information of goods corresponding to the retrieval condition among goods associated with the specified advertisement medium person, said specifying and said retrieving being executed by the server; and

distributing the advertising information obtained by said retrieving to the portable terminal device of the consumer via the network; wherein

user identifying information of the plurality of the advertisement medium persons is received a plurality of times,

the user identifying information which has been contained every time in the received user identifying information is determined,

the advertising information of the goods conforming to the received goods search conditions among the goods associated with the advertisement medium person corresponding to the determined user identifying information is found, and

the advertisement distributing method is used with an advertising providing system having a portable terminal device of the advertisement medium person having the goods on or with, and the portable terminal device of the consumer receiving advertising information

connected to the server via the network.

2-13. (CANCELLED)

14. (CURRENTLY AMENDED) A computer readable medium having a program stored therein for causing a computer to execute operations, comprising:

receiving user-specified information about an advertisement medium person having goods on or with and a retrieval condition of goods from a portable terminal device of a consumer, said receiving being at the server connected with said ~~portal-portable~~ terminal device of the consumer through a network;

specifying the advertisement medium person corresponding to the received user-specified information ~~based on~~among user specified information of a plurality of advertisement medium persons stored in a storage device in advance, and retrieving, from the advertising information of a plurality of goods stored in the storage device, advertising information of goods corresponding to the retrieval condition among goods associated with the specified advertisement medium person, said specifying and said retrieving being executed by the server; and

distributing the advertising information obtained by said retrieving to the portable terminal device of the consumer via the network; wherein

user identifying information of the plurality of the advertisement medium persons is received a plurality of times,

the user identifying information which has been contained every time in the received user identifying information is determined,

the advertising information of the goods conforming to the received goods search conditions among the goods associated with the advertisement medium person corresponding to the determined user identifying information is found, and

the advertisement distributing method is used with an advertising providing system having a portable terminal device of the advertisement medium person having the goods on or with, and the portable terminal device of the consumer receiving advertising information connected to the server via the network.

15. (CANCELLED)

16. (PREVIOUSLY PRESENTED) The advertisement distributing method of claim 1, comprising:

receiving a user entry of the person having the goods on or with; and  
distributing the advertising information about the goods obtained by said retrieving to a portable terminal device of the person, and requesting transmission of the advertising information or transmitting the advertising information between the portable terminal device of the person and the portable terminal device of the consumer.

17. (CANCELLED)

18. (CANCELLED)

19. (PREVIOUSLY PRESENTED) The method according to claim 1, wherein said user information comprises user-specified information, information designating whether or not an advertisement can be distributed, a term of distribution, and information designating access destination for advertising information.

20-25. (CANCELLED)

26. (CURRENTLY AMENDED) An advertising information delivery method for use with a server device, comprising:

receiving from a portable terminal device of a consumer via a network a reviewing request, which contains user identifying information of persons having goods on or with said persons and goods search conditions;

determining, based on information about the persons, an advertisement medium person having user identification information corresponding to the received user identifying information,

finding from the storage unit, advertising information of goods conforming to the received goods search conditions among the goods associated with the advertisement medium person;  
and

delivering the found advertising information to the portable terminal device of the consumer, and

wherein the user identifying information of the plurality of said persons is received a plurality of times,

the user identifying information which has been contained every time in the received user

identifying information is determined, and

the advertising information of the goods conforming to the received goods search conditions among the goods associated with said person corresponding to the determined user identifying information is found.

27. (CANCELLED)

28. (CURRENTLY AMENDED) An advertising information acquiring method for enabling a portable terminal device of a consumer to acquire advertising information from a server device via a network, comprising:

receiving from other portable terminal devices, which are carried by persons having goods on or with, user identifying information of the persons;

obtaining an input of the consumer specifying goods search conditions;

transmitting to the server device, a reviewing request including the user identifying information and the goods search conditions;

specifying, by the server device, an advertisement medium person corresponding to the received user identifying information of said persons stored in advance, and retrieving advertising information of goods corresponding to the goods search conditions;

acquiring the advertising information of goods retrieved by the server device, said advertising information of goods corresponding to said goods search conditions, and

distributing the advertising information obtained by said retrieving to the portable terminal device of the consumer via the network, and

wherein the user identifying information of the plurality of the advertisement medium persons is received a plurality of times,

the user identifying information which has been contained every time in the received user identifying information is determined,

the advertising information of the goods conforming to the received goods search conditions among the goods associated with the advertisement medium person corresponding to the determined user identifying information is found, and

the advertising information of goods corresponds to an advertisement medium person who corresponds to said user identifying information.

29. (PREVIOUSLY PRESENTED) The advertising information acquiring method according to claim 28 in which:

the user identifying information is received from the portable terminal devices a plurality of times; and

the user identifying information and goods search conditions received a plurality of times are transmitted to the server device to determine said one or more of said persons.

30-32. (CANCELLED)

33. (CURRENTLY AMENDED) A server device for delivering advertising information of goods to a portable terminal device of a consumer via a network, comprising:

a receiving unit receiving from the portable terminal device of the consumer, a reviewing request, which includes user identifying information of persons having goods on or with and goods search conditions;

a searching unit determining, from information stored in a storage unit and containing user identifying information of plurality of persons, an advertisement medium person corresponding to the received user identifying information, and finding, from the storage unit, advertising information of the goods conforming to the received goods search conditions among the goods associated with the determined person; and

a delivery unit delivering the advertising information to the portable terminal device of the consumer via a network, and

wherein the user identifying information of the plurality of said persons is received a plurality of times,

the user identifying information which has been contained every time in the received user identifying information is determined, and

the advertising information of the goods conforming to the received goods search conditions among the goods associated with said person corresponding to the determined user identifying information is found.

34. (PREVIOUSLY PRESENTED) The server advice according to claim 33, wherein:  
the receiver unit receives the user identifying information every time when the user identifying information being received by the portable terminal device of the consumer a plurality of times; and

the searching unit determines the user identifying information contained every time among the user identifying information received a plurality of times by the receiver unit and finding the advertising information of the goods conforming to the received goods search

conditions among the goods associated with said person corresponding to the determined the user identifying information.

35. (CANCELLED)

36. (CANCELLED)

37. (CURRENTLY AMENDED) A method of providing advertisement, comprising:  
storing a predetermined advertisement on a portable terminal of a first user, said predetermined advertisement being transmitted from a provider of a product and identifying the product;

receiving user-specified information of the first user including a retrieval condition from a second user; and

retrieving said advertisement from the portable terminal of the first user responsive to receipt of the user-specified information and said retrieval condition from the second user and transmitting said advertisement to a device of the second user, thereby enabling the first user to provide said advertisement on behalf of the provider of the product,

user identifying information of the plurality of said persons is received a plurality of times,  
the user identifying information which has been contained every time in the received user  
identifying information is determined, and

the advertising information of the goods conforming to the received goods search  
conditions among the goods associated with said person corresponding to the determined user  
identifying information is found.